DOCUMENT RESUME

ED 103 658 CE 003 262

AUTHOR	Kanun, Clara
TITLE	Continuing Education and Extension Audio Visual Library Service: Faculty Survey.
INSTITUTION	Minnesota Univ., Duluth. Continuing Education and Extension Center.
PUB DATE	23 Apr 74
NOTE	16p.
EDRS PRICE	MF-$0.76 HC-$1.58 PLUS POSTAGE
DESCRIPTORS	*Audiovisual Aids; *College Faculty; *Library Services; *Library Surveys; *Use Studies
IDENTIFIERS	*Faculty Surveys

ABSTRACT

A survey of faculty at the University of Minnesota relating to use of the Audiovisual Library Service (AVS) was undertaken to assess familiarity with the reorganization of media services and to evaluate knowledge about the potential use of the service. Completed questionnaires were received from 1,843 (54 percent) of the university faculty. Approximately 25 percent of the respondents requested special consultation about the service, suggested as being perhaps the most consequential finding of the study. Responses are tabulated and discussed in the areas of: major university responsibilities of respondents; faculty familiarity with audiovisual (AV) library resources; faculty usage of AV resources; departmental ownership of AV software and hardware by proportion of respondents; faculty familiarity with departmental budgets and procedures for AV rental fees; faculty familiarity with sources of funding from other than university sources for AV materials and equipment; the limitation of AV use as a result of limited departmental budgets; budgetary arrangements preferred to the current ones; experience with specialized materials preparation; requests for specialized library or market searches for AV materials; rating of the service since reorganization; and classification of detailed comments. The general conclusion was reached that responses to the faculty survey provide a current and solid base on which to improve the service. (Author/NH)

ED103658

DEC 4 1974

CONTINUING EDUCATION AND EXTENSION

AUDIO VISUAL LIBRARY SERVICE

FACULTY SURVEY

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION
THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL NATIONAL INSTITUTE OF EDUCATION POSITION OR POLICY

First draft
April 23, 1974

Clara Kanun
Director of Research
Continuing Education and Extension

CE003262

April 23, 1974
First Draft

CONTINUING EDUCATION AND EXTENSION
AUDIO VISUAL LIBRARY SERVICE
FACULTY SURVEY

The recent reorganization of media services at the University of Minnesota, resulting in an expanded Audio Visual Library Service under Continuing Education and Extension, combined the former Department of Audio Visual Extension and a portion of the Audio Visual Education Service (last known as Audio Visual Resources) into one library service. At the request of the Instructional Materials and Media Committee of the University Assembly and the Director of the Audio Visual Library Service a survey of the faculty was undertaken to assess familiarity with the reorganization and to evaluate knowledge about the potential use of the Service. (In the following pages, Audio Visual Library Service is abbreviated as AVLS). It was also anticipated that the questionnaire and the cover letter would inform and remind the faculty about AVLS.

The responses to the survey were received from 54% of University staff holding academic rank. Many of the individuals named on the list hold positions within the University far removed from the teaching, research and the administration related to these functions. The proportion responding, therefore, represent a much higher proportion of those for whom the survey was relevant. It was not economical, either in money or in time, nor essential for the main purpose of the survey, to obtain a more selective sampling of the faculty responsible for teaching and/or research.

It is relevant to note that the responses described in the following pages are based on 1,843 responses from University faculty.

Summary of the Findings: The responses to the questions yielded information about faculty familiarity with and patterns of usage of audio visual materials and equipment. The respondents also provided faculty recommendations and preferences for Audio Visual budgeting arrangements and requested consultation about the potentialities of the Service. More than 92% of the respondents carry the traditional academic responsibilities -- teaching, research or a combination of these two roles, or the teaching and research with academic administration. These are clearly the actual or potential users of Audio Visual Library Service.

Approximately 25% of the respondents requested special consultation about the Service. This is perhaps the most consequential finding of the study, since these requests provide a base for making the service more responsive to faculty needs. Approximately half of these requests came from faculty members who had not used audio visual materials or equipment during the year preceding the survey date. Preliminary contact with a sample of these respondents reveals that the other half are seeking advice to improve and expand their usage.

Familiarity with or use of the available marketing services of non-print materials was not generally indicated by the respondents. A relatively small proportion, 6.54%, knew about these services. A similar small proportion, 9.46% had used or requested specialized library or market searches for audio visual materials.

Substantially more than half, 57.01% of the respondents, indicated familiarity with the catalog, Educational Resources Bulletin published by the Service; but in responses to a question, 38% indicated that specialized catalogs arranged by broad disciplinary areas would be more useful.

Although few respondents indicated familiarity with University departmental budgets or procedure for rental fees, more than 27% were aware that their departments had outside budget support for departmental usage of audio visual materials and/or equipment. More than 32% said that they had been restrained from using audio visual resources because of departmental budget limitations, and 27.53% endorsed increasing budget support to the AVLS for materials and equipment to be allocated to faculty users without charge to the respective departments.

Eightyfive (85%) percent of the respondents indicated that their departments owned some variety of audio visual software, and approximately the same proportion indicated departmental ownership of some audio visual hardware. However, approximately half of the respondents said they had not used either audio visual materials or equipment during the preceding year.

There is a varied multiplicity of college and departmental specialized audio visual personnel including full time coordinators in a number of units.

Major University Responsibilities: The largest proportion of respondents 44.05% identified their major University responsibilities as classroom teaching; 4.06% as research; and 10.54% as a combination of classroom teaching and research. The second largest group, 25.12%, indicated combined major responsibilities in the three areas: classroom teaching, research and academic administration. Approximately 8% carried academic and administration responsibilities and 4.28% business administration. Slightly more than 3% of the responsents did not identify their University responsibilities but responded to the other questions in the survey.

The detail of frequencies and proportions in the categories of major

University responsibility are shown in Table I.

TABLE I

MAJOR UNIVERSITY RESPONSIBILITIES OF RESPONDENTS

	Frequency	Percent
Classroom teaching	812	44.05
Research	75	4.06
Classroom teaching and research	194	10.52
Academic Administration	13	0.70
Combination of teaching, research and academic administration	464	25.12
Academic and Business administration	143	7.75
Business Administration	79	4.28
No answer	63	3.41

Faculty Familiarity With and Usage of Audio Visual Resources: More respondents indicated familiarity with Audio Visual Library Resources than made use of them. Approximately 80% of the respondents indicated familiarity with one or more of the possible services. The least know service was the marketing service, set up to aid faculty in the preparation and marketing of print and non-print materials. The use of AVLS was not as widespread as might be expected from faculty familiarity with the resources. The details on familiarity with the several phases of AVLS are shown in Table II on the next page.

TABLE II

FACULTY FAMILIARITY WITH AUDIO VISUAL LIBRARY RESOURCES

	Percent
Rental of films	13.89
Rental of audio visual equipment	8.74
Rental of films and equipment	40.64
Marketing services	1.04
All of the services	15.39
Not applicable	10.31
No answer	9.79

Approximately 48% of the respondents indicated they had not used any of the services. Almost 6% did not answer this question, leaving approximately 46% who indicated using audio visual materials, equipment or a combination during the twelve-month period preceding the date of the questionnaire. Users most frequently used more than one resource as indicated in Table III on the following page.

TABLE III

FACULTY USAGE OF AUDIO VISUAL LIBRARY RESOURCES

	Percent
Projector equipment rental	8.54
Tape recorder equipment rental	1.57
Educational film or film strip rental	9.52
Educational tape rental	0.13
Audio visual operator services	2.09
Video tape recorder rental	0.26
More than one of the above	23.16
None of the above	48.79
No answer	5.94

Departmental Ownership of Audio Visual Software and Hardware: The patterns of usage of AVLS resources shown in Table III do not adequately reflect the volume of usage within the University. Many departments own audio visual materials and equipment. More than 80% of the respondents report departmental ownership of films, videotape, slides and sound tape as shown in Table IV on the next page.

TABLE IV

DEPARTMENTAL OWNERSHIP OF AUDIO VISUAL SOFTWARE BY PROPORTION OF RESPONDENTS

	Percent
Educational Films	2.48
Videotape	2.74
Slides	13.76
Educational sound tape	2.22
More than one of the above	40.44
All of the above	23.35
None of the above	9.72
No answer	5.22

Similarily more than 80% of the respondents report departmental ownership of audio visual equipment. Among the items of equipment reported owned by departments are projectors, tape recorders and video equipment as shown in Table V.

TABLE V

DEPARTMENTAL OWNERSHIP OF AUDIO VISUAL HARDWARE BY PROPORTION OF RESPONDENTS

	Percent
Projector	14.43
Tape recorder	5.68
Videotape	1.04
More than one of the above	66.05
None of the above	8.42
No answer	4.37

An alternative to equipment ownership is long term rental, and approximately 16% of the respondents indicated their departments were renting equipment on this basis.

Budgeting Relationships: An effective Library Service in any area is dependent upon budgetary support for loan materials -- in this case audio visual materials and equipment. The budgetary arrangements for audio visual resources and services vary from support from legislative funds for departmental and college budgets to special funding to departments from non-University sources. It is obvious that a centralized Library Service is dependent upon a centralized budget for maximum effective service to the faculty. Few of the respondents were familiar with their departmental budget allocation and procedures for audio visual rental fees. In response to the question about their familiarity, the faculty responses were:

TABLE VI

FACULTY FAMILIARITY WITH DEPARTMENTAL BUDGETS AND PROCEDURES FOR AUDIO VISUAL RENTAL FEES

	Percent
Yes (familiar)	2.41
No (not familiar)	43.25
Not applicable	48.21
No answer	6.14

More than one-fourth (27.46%) of the faculty said they were aware of the departmental funding from non-University sources for audio visual purposes. The proportions responding to the question about familiarity

with outside support sources are shown in Table VII.

TABLE VII

FACULTY FAMILIARITY WITH SOURCES OF FUNDING FROM OTHER THAN UNIVERSITY SOURCES FOR AUDIO VISUAL MATERIALS AND EQUIPMENT

	Percent
Yes (familiar)	27.46
No (not familiar)	39.73
Not applicable	11.48
No answer	21.33

Approximately one-third of the respondents said they had been restrained from using audio visual materials and/or equipment because of department budget limitations. Specifically, the response to the question are shown in Table VIII.

TABLE VIII

LIMITED DEPARTMENTAL BUDGETS LIMIT AUDIO VISUAL USE

	Percent
Yes (use limited by budget restrictions)	32.22
No (use not limited by budget restrictions)	56.62
Not applicable	7.76
No answer	3.39

In order to correct budget deficiencies, slightly more than one-fourth of the respondents endorsed increased departmental budgets and slightly less than one-fourth endorsed increased centralized budget in AVLS as more satisfactory arrangements than the current ones. The details of the responses to a question about preferred budgetary arrangements are shown in Table IX.

TABLE IX

BUDGETARY ARRANGEMENTS
PREFERRED TO THE CURRENT ONES

	Percent
Increased departmental budgets	27.53
Long term rental programs from AVLS	3.59
Centralized budget to AVLS and allocation of materials and equipment to department without rental fees	24.66
More than one choice checked	9.98
Not applicable	18.59
No answer	15.66

Use of Audio Visual Specialized Services: More than half of the respondents had experience with preparation of specialized audio visual materials for use in their classroom. It is clear from the response of low use of marketing service for faculty produced educational materials, however, that these specialized materials are not distributed beyond the department requesting preparation, thus suggesting an area of marketing service to the academic community which can be expanded. In detail, the proportions of respondents

with experience of specialized preparation of materials are as shown in Table X.

TABLE X

EXPERIENCE WITH SPECIALIZED MATERIALS PREPARATION

	Percent
Yes (experienced)	56.88
No (not experienced)	35.16
Not applicable	2.74
No answer	5.22

Less than 10% of the respondents had ever requested or known of departmental requests for specialized audio visual materials. This area, also, is an underexploited potential of AVLS. The responses to this question are shown in Table XI.

TABLE XI

REQUESTS FOR SPECIALIZED LIBRARY OR MARKET SEARCHES FOR AUDIO VISUAL MATERIALS

	Percent
Yes (requested)	9.46
No (did not request)	74.23
Not applicable	5.48
No answer	10.83

The Catalog: More than half, 57.01, of the respondents said they were familiar with the catalog published by AVLS and titled, Educational Resources Bulletin.

It is possible to catalog library resources by broad descriplinary area, and in response to a question about the desirability of this format, 38.55% of the respondents indicated a preference for this specialized form.

The Practical Consequence of the Survey: For the future development, the most significant response to the survey was the request for consultation from 423 faculty members. Names of these respondents have been recorded, and members of the AVLS staff have begun to make calls to ascertain the needs expressed and to explore the expansion of the uses of the Service to respond to these needs.

Rating of the Service: Respondents were given an opportunity to rate the quality of the service received since the reorganization. Although a substantial proportion did not respond, and 49.71% said this question was not applicable, the general rating was satisfactory, good or excellent. The details are shown in Table XII on the next page.

TABLE XII

RATING OF THE SERVICE RECEIVED SINCE REORGANIZATION

	Percent
Excellent	5.94
Good	12.59
Satisfactory	7.76
Unsatisfactory	1.83
Very unsatisfactory	0.52
Not applicable	49.71
No answer	21.66

Respondents were invited to expand on the ratings shown in Table XII, and a number of detailed comments were received, although most respondents, 71.43% did not make any comment. Classification of the detailed comments is shown in Table XIII.

TABLE XIII

CLASSIFICATION OF DETAILED COMMENTS

	Percent
Generally favorable	3.98
Generally critical	10.05
Suggestions for additional and general development	8.68
Irrelevant comments	5.87
No answer	71.43

Conclusion: The responses to the AVLS faculty survey provide a current and solid base on which to improve the service. The request of 423 faculty members for additional consultation with AVLS staff clearly defines the next step for the audio visual program as well as the second stage of the evaluation of the service.

The consultations will be carefully recorded on standardized forms, and these records will be used for the next report on AVLS evaluation and survey.